

hands will allow fields to be planted at a time much the same as is done here with similar-sized machines, Lane says.

The five-ton machine contains platform space for 20 packers. The big 15 x 20 tires will add quite a bit of support to the machine in Canadian soil as they have in U.S. soil.

Lane said he'd never seen or heard of the Politech company before he met the man who he's made machines with now all over the country, including Hawaii, he's never heard his name on a machine. He let's his craftsmanship in his advertising.

To arrive at Leamington, big machine was shipped 12 miles to Jacksonville via F. H. RR, Jacksonville to Richmond, Va., via Atlantic Coast and by way of C & O RR the rest of the journey.

The Belle Glade Herald

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 Serving America's Advertisers and the Home Town Newspapers
 222 N. Michigan Ave., Chicago 1, Illinois
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"They Know I'm Here"

We believe apathy has taken a strong hold on a large number of merchants in our community. That may be a biting statement, but before the ire goes higher, read along with us.

People like to be invited to come to a merchants store, and they like to be told when new merchandise arrives. They also appreciate being told that your price is as good as the stores on the coast.

Today's pace of living generally leaves little time for leisure shopping. Most folks plan their buying, and they are influenced considerably in favor of the advertised items. (Let's not argue the point, survey after survey has already proved it.) Ladies know immediately from the pages of their magazines when a new drip-dry fabric is available, who makes it, and the colors in which it's available. Manufacturers do most to inform them of each new product. It then becomes the responsibility of the merchant to say "I've got it here!"

Yes, the oldtimers know you're here, but ours is a growing community with newcomers being added to our ranks continually. They may know you're here, but again, they may not.

Do they know you have just the kind of white gloves the lady is looking for? Do they know they can buy the same lawn mower in Belle Glade which coast stores advertise? Do they know the particular shoe they saw in "Charm" is available in your store or that another store has the new non-slip strapless bra?

When one is interested in having a large group of friends gather at the house on a particular day, would there be no invitation? Would the remark be made: "They know I'm here and that I'll always make them a cup of tea." It looks as if they're getting their cup of tea elsewhere.

Your weekly newspaper is ready to send out your invitations to customers—to spread the word about the exciting things that arrived in your store this week. If the merchant will just let the public know he has them, we believe the public will be happy to come to see them often.

HERALD MAIL BOX

This column is for Herald readers to express their opinions on questions of the day. They are not necessarily the opinions of the paper.

Mr. Luther Jones
 Editor, Belle Glade Herald
 Belle Glade, Florida

Dear Mr. Jones:

Please send the Belle Glade Herald to me on a yearly subscription basis.

The relatives keep us informed, somewhat, on the Belle Glade happenings, but not fully as often enough.

Everything is fine here, except that we miss Belle Glade more each day and would return for the merest excuse.

Sincerely,
 Dr. Albert W. Sticha
 Watsonville, Calif.

Belle Glade, Fla.
 Dear Editor:

My hat's off to Mr. L. L. Price for letting the Herald print the "tired working girl" letter in the last edition of The Herald. My congratulations to the "working girl" for having the "guts" to express her opinion of the whacked outfit and the merchants who are against closing a half day on Wednesday. If the merchant can't make it in the seasonal nine months, then the half day on Wednesday during the summer isn't going to make them or break them. I hope that by now, you gets the point along with the others who want to stay open

IT NEVER FAILS



LET US HONOR ALL THE BRAVE MEN WHO GAVE THEIR LIVES FOR OUR COUNTRY'S FREEDOM!

ARMED FORCES WEEK — 1959. Guided missiles, atomic subs, rocket ships, pentomic divisions, all of which are radically new concepts of National Defense, add greater emphasis than ever before to the fact that America means to keep the peace by keeping strong. Power for peace depends upon understanding among members of our Armed Forces and other Americans and Free World friends with whom we stand for peace and freedom.

Uncle Dan From Democrat River Says

Dear Mister Editor:

I see where England wants us to let 'em have some squirrels for their parks in London. This could bring on international complications, might be a job for the United Nations. Do they want 'em on lend lease or do they aim to pay us cash on the barrel head? This could get to be a global squirrel situation, and we might find it necessary to the aid of all under-squirrelled nations. Does the present administration have a definite squirrel policy?

Etsa Kafauver is shore to fight the squirrel deal with England. He's not interested in nothing but the conkinin supply and would probably ask for a Senate investigation if we sent squirrels to England. This would bring the State Department in to the squabble. They would contend that the squirrel angle could very well get over into the rabbit angle, and from there it might involve the world supply of cabbage. That would bring the Agriculture Department into the thing.

But most of them Congressmen we sent to Washington would contend that if the free world is short on squirrels, we should come to their aid. When a feller gets to be a Congressman he gets overcome with the giving spirit. But I figger we're supplying the world with everything else so why not throw in a few squirrels?

We had a real good session at the country store Saturday night. One young feller said he was born on credit and he aimed to be buried on credit. In that one sentence he summed up the modern deficit finance system better'n a Congressman could to it in 12 pages in the Congressional Record.

And one feller was accusing Ed Doolittle of holding the lantern for his wife to chop some wood the other night. Ed said he must have took him for somebody else on account of him being too much of a gentleman to let his wife chop after dark. But Ed did allow us how they was having a little scandal in his family. He said the teacher told his grandson he

was too skinny and he ought to drink more milk. The boy told the teacher he couldn't get no increase in his milk rations on account of there not being enough now for the hogs. The boy was just joking but the teacher took it serious and notified the welfare department. Ed says the neighborhood has been full of uplifters all week investigating the matter and he figgers they'll arrest the hogs store it's over.

I see where the Queen of Holland says the Dutch was depending on the United States. It'd be a fair question to ask the good Queen if she knows anybody on earth today that ain't.

Yours truly,
 Uncle Dan



HAPPY BIRTHDAY GREETINGS

Today: Rickie Pritchett.
 May 15: Anita Rose-Griggs.
 May 17: Terry Sands.
 May 18: Paul Davidson, Sr., Arlee Hollingsworth.
 May 19: Peggy Carlton, Penny Carlton, Margaret Thompson, Mary Alice Anderson.
 May 20: Dick Poston, Jr., "Slick" Kirchman, Louis Congleton.

HUGO THEATRE

Belle Glade
 SUNDAY - MONDAY
 May 17 - 18

Frank Sinatra, Dean Martin
 Shirley Mac Laine
 "SOME CAME RUNNING"
 Metrocolor
 Cinemascope

LAKE DRIVE-IN THEATRE

Belle Glade
 SUN. - MON. - TUES.
 May 17 - 18 - 19

What Lola Wants
 Lola Gets!
 "DAM YANKEES"
 Technicolor
 Tab Hunter - Gwen Verdon
 Plus
 TARZAN'S HIDDEN JUNGLE

Radio WSWN Set For National Radio Month

Radio Station WSWN has joined the more than 3,000 other radio stations throughout the United States in observing May as National Radio Month. Marvin Smith, the station's manager, announced today.

"Radio... Always In Tune With You" is the theme of the observance. All during May the station is broadcasting a series of special announcements and programs of information about radio's service to the listeners, the community and the nation, and specific facts about WSWN.

Smith said, "The theme, 'Radio... Always In Tune With You,' was chosen because it conveys the personal service that radio renders in entertaining and informing people around the clock, wherever they may be."

HELPS RELIEVE SORE ACHING MUSCLES



One of Niagara's million users—Gut Enten, producer of the network's Breakfast Club, says: "In just a few minutes the comfort of an annoying back muscle spasm was fully relieved with the use of a wonderful Niagara heat and massage pad." Learn more by visiting our show room for a free informative booklet, or phone for immediate action.

NIAGARA
 3805 So. Dixie
 West Palm Beach
 Phone TEmpLe 3-9623

Dancing Nightly
 Continuous Entertainment
 Music By
ROD ALLEN and HIS ORCHESTRA
CARNIVAL Club & Bar
 On Military Trail Just South of W. 11th St.

TELEPHONE STUART 1335
GIVE YOUR BUSINESS THAT OPEN LOOK WITH
Modern Signs
 214 South Dixie
 STUART, FLORIDA

THE TIPS-AROUND GUIDE

Consult these listings each week to learn what goods and services these merchants offer you. Learn where to buy... Who repairs... Who services... get prices and estimates and information about products and services... business hours.

RADIO - TELEVISION SALES AND SERVICE R. C. A. ADMIRAL Hooks & White 157 W. Ave. A - WY 6-2000	BUILD TO STAY THE CONCRETE WAY Shirley Bros. Inc. Phone WY 6-2070 Pahokee - - - - - Phone 7181	Home Hardware Store J. P. and N. M. HALBROOK, Owners Ph. WY-2532-241 So. Main Belle Glade, Fla.	24 HOUR SERVICE ON BLACK AND WHITE PHOTO FINISHING LARRICKS PHOTO SHOP 118 W. Third St. Phone WY 6-2486
MATHIS - BOE FRIGIDAIRE Appliances SALES & SERVICE Youngtown Kitchens Ph. WY 6-2550 Belle Glade	COOK'S TRUCK STOP BASIL COOK, Mgr. Pure Oil Products Tires - Batteries Accessories Phone WY 6-2428 So. Main	ALL THE NEWEST RECORDS HOOKS & WHITE Radio - Television Sales & Service 157 W. Ave. A. WY 6-2000	COMPLETE PLUMBING Service Septic Tanks Installed and Pumped E. D. Alford Plumbing Co. 1748 NW Ave. C Phone WY 6-2522 Belle Glade
Expert Dry Cleaning Altering Repair Work Cabin Dry Cleaners 240 Avenue A	MATHER FURNITURE OF BELLE GLADE GOOD AND BAD "Let us feather your nest with a little down" Phone WY 6-2060 208 W. Ave. A.	Bank Of Pahokee Palm Beach County's Oldest Bank Phone 597 Member Federal Deposit Insurance Corporation	McCLATCHY TIRE SERVICE U. S. Royal Tires and Pure Oil Products Phone WY 6-2871 Belle Glade
Belle Glade Machine Works Phone WY 6-2390 Ave. C Electric & Acetylene Welding Builders Special Farm Machinery All kinds of machine work	Mechanical Work Of All Kinds Open 8 a. m. to 10 p. m. Ralph's Shell Service Station WE GIVE TY STAMPS Cor. SW Ave. 2 & 18th St. Phone WY 6-3180	See Us For Bottled Gas Appliances Sales - Service Power Gas Corporation South Bay WY 6-2371	Service At Its Best Standard Oil Products Alfas Tires Batteries - Accessories Charlie's Standard Service Phone WY 6-3122 S. Main St. At Ave. E



